



# FALL 2020 COURSES

## PROFESSIONAL DEVELOPMENT

ADVANCE YOUR CAREER

ALL VIRTUAL COURSES\*

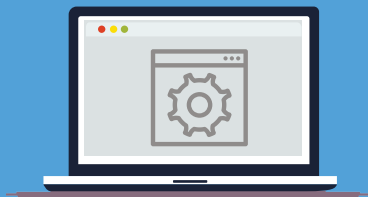
### BUSINESS & LEADERSHIP



### JOB SEARCH



### COMPUTER SOFTWARE TRAINING



### BEAUTY CERTIFICATIONS



**NEW THIS FALL!**

JOB SEARCH GUIDE ■ LEADERSHIP DEVELOPMENT  
MAKE-UP ARTISTRY ■ MICROSOFT EXCEL MASTERY SERIES

[www.raritanval.edu/career-training](http://www.raritanval.edu/career-training)

\*Limited face-to-face courses offered on campus

# WORKFORCE TRAINING PROGRAMS

For a complete list of course offerings and program updates go to  
[www.raritanval.edu/career-training](http://www.raritanval.edu/career-training)  
MORE INFO ■ 908-800-7721

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RVCC does not discriminate in its educational programs or activities regardless of race, creed, color, national origin, ancestry, age, sex, marital status, veteran status, religion, affectional or sexual orientation, gender identification and expression, atypical hereditary cellular or blood trait, genetic information, disability or any other characteristic protected under applicable federal, state and local laws. For information regarding Title IX and Section 504, contact Cheryl Wallace, Executive Director of Human Resources, Compliance & Security at 908.526.1200 x8260 or Cheryl.Wallace@RaritanVal.edu.

**PLEASE NOTE:** In light of COVID-19 Coronavirus, RVCC Workforce Training Center courses transitioned to a live online format with a few exceptions. Participants will require access to an internet-connected device and will receive instructions for logging into their online course prior to the first day of class. Check [www.raritanval.edu/career-training](http://www.raritanval.edu/career-training) for program updates.

## PROFESSIONAL CERTIFICATIONS

**Industry-recognized credentials validate the knowledge and skills of potential employees and saves employers valuable time in assessing job applicants. The RVCC Workforce Training Center offers a curated selection of short-term professional certification programs supported by national industry associations to kickstart or enhance your career opportunities.**

### FINANCIAL SERVICES

#### **Certified Management Accounting Part 1: Financial Planning**

##### **BU565 - Online**

This course explores the concepts of financial planning, budgeting and forecasting, performance management, cost management, internal control and professional ethics for maximized performance and control. This is a test preparation course for the first part of the two-part Certified Management Accounting Certification. *Prerequisite:* (IMA) Institute of Management Accounting. Website: <https://www.imanet.org>. All course materials are included.

Course fee: \$1,575

For more information, contact Aubrey Flanagan, at [aubrey.flanagan@raritanval.edu](mailto:aubrey.flanagan@raritanval.edu) or 908-526-1200, x8529

#### **Certified Management Accounting Part 2: Financial Decision**

##### **BU566 - Online**

This course examines critical financial decision-making strategies, including financial statement analysis, corporate finance, decision analysis, and risk management and investment decisions. This is a test preparation course for the second part of the Certified Management Accounting Certification. *Prerequisite:* (IMA) Institute of Management Accounting. Website: <https://www.imanet.org>. All course materials are included.

Course fee: \$1,575

For more information, contact Aubrey Flanagan, at [aubrey.flanagan@raritanval.edu](mailto:aubrey.flanagan@raritanval.edu) or 908-526-1200, x8529

#### **Certified Public Accountant Exam Review**

##### **BU066 - Online**

This comprehensive CPA Exam review is a four-part exam preparation course to become a Certified Public Accountant. The course reviews four major areas of study: State Regulations,

Auditing and Attestation, Financial Accounting and Reporting, and Business Environment and Concepts. All materials are included as well as individual online assistance from the instructor.

Course fee: \$3,360

For more information, contact Aubrey Flanagan, at [aubrey.flanagan@raritanval.edu](mailto:aubrey.flanagan@raritanval.edu) or 908-526-1200, x8529

#### **Professional Payroll**

##### **BU854 – 32 hours**

As a component of a nationally recognized certification for payroll professionals, this course prepares participants for the Certified Payroll Professional (CPP) examination. Students receive intensive training on complex payroll functions and regulations. This course is intended for individuals with 3-5 years of payroll experience. Further topics include federal taxation and withholding, reporting payroll taxes, FLSA “white collar” exemption rules, understanding fringe benefits, and the impact of benefit plans on the payroll process. All materials are included.

Instructor: Lyuda Dukhovnaya\*

Course fee: \$850

CRN 50034 Sat, Oct 17 – Dec 12, 9am-1pm

### Business & Administrative Services

#### **Administrative Assistant Certification (PACE)**

##### **BU816 – 75 hours**

A must for office professionals seeking to improve their performance and enhance their value to employers. This course teaches you how to effectively use Microsoft Word, Excel, Access, and Outlook, as well as create dynamic PowerPoint presentations, use web conferencing and electronic/paper filing systems, make travel arrangements, plan and manage meetings along with much more. By course completion, you will be

prepared to take the PACE certification. All course materials are included.

Instructor: Anne Marie DelPrincipe\*

Course fee: \$1,500

CRN 50038 Tue & Thu, Sep 22 – Dec 17, 6-9pm

## Mastering Project Management with PMP® Prep

**150 hours**

This course provides students with a deeper understanding of project management concepts and its applications in the workplace. At the end of this course, students will be prepared to take the Project Management Professional (PMP) certification exam. The goal of this training class is to explore in detail the key project management topics and concepts; all on your own time.

To register go to – [www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)

Course fee: \$1,295 Monthly start dates

## PUBLIC SERVICE

### Principles of Municipal Court Administrators (POMCA)

**BU071 – 33 hours**

POMCA is an 11-day program providing prospective judiciary employees with an awareness of the responsibilities as a judiciary employee and an overview of the New Jersey Court system structure. Students gain an understanding of judiciary

policies, procedures, and workplace expectations, as well as a general understanding of the duties of court administrators, deputy court administrators, and violations clerks.

Instructor: Anne Dreps

Course fee: \$830

CRN 50138 Mon, Sep 14 – Nov 23, 4:30-7:30pm

## WELDING

### AWS MIG Welding

**WLCE 101 – 100 hours**

This course will cover the following:

- The concepts and fundamentals and best education practice methods to teach atomic structure, grain structure, heat flow, phase transformations, welding metallurgy, and the weldability of ferrous commercial alloys
- The basics and principles of major joining and cutting process
- The concepts and fundamentals of the weld quality and inspection methods, welding codes, specifications and safety
- Upon successful completion of this course students will receive an AWS D1.1 structural welding code certifications for carbon steel, Gr A36

**For more information call Conrad Mercurius at 908-526-1200, x8332 or email [Conrad.Mercurius@raritanval.edu](mailto:Conrad.Mercurius@raritanval.edu)**

Registration Now Open **CRN 50355 - Sept 28 – Oct 26 - Mondays, 6-9pm**

# Medical Cannabis Training

Offered by **RARITAN VALLEY COMMUNITY COLLEGE**



TAUGHT BY:



**NJ Cannabis  
CERTIFIED**

WHAT YOU'LL LEARN:

- NJ medical cannabis laws & regulations
- The endocannabinoid system
- Cultivation basics
- How cannabis products are made
- Dispensary technician training

WHEN: Mondays, 6-9 p.m., Sept. 28 - Oct. 26

HOW: Zoom

REGISTER: [www.raritanval.edu/career-training/register-for-classes](http://www.raritanval.edu/career-training/register-for-classes)  
Use CRN 50355 for registration.

MORE INFO: [valleywellnessnj.com/njcannacert](http://valleywellnessnj.com/njcannacert)

**COURSE FEE: \$500**

SPONSORED BY VALLEY WELLNESS and FLORIO, PERRUCCI, STEINHARDT & CAPPELLI, LLC



## WORKSHOPS

**Upskill and increase your credibility in any industry! Our half-day workshops are designed to streamline critical soft skills for career or organizational success and directly reflect the skills regional employers are searching for in candidates.**

### Project Management Fundamentals

#### BU803 – 4 hours

Project management provides a structure for addressing the pressures that most organizations face. Organizations and individuals use project management skills to provide a structure for dealing with increasingly competitive markets, financial pressures to improve performance, restructuring, acquisitions and globalization. This course provides participants with an overview of the essential elements of project management and the project management life cycle.

Instructor: Georgann Occhipinti

Course fee: \$89

CRN 50345 Thu, Sep 24, 9am-1pm

### Developing Your Emotional Intelligence

#### BU830 – 4 hours

Understanding the connection between emotions and actions enhances empathy and maximizes workplace effectiveness. Optimize your professional performance and working relationships by applying the Emotional Intelligence competency framework.

Instructor: Georgann Occhipinti

Course fee: \$89

CRN 50323 Tue, Oct 20, 9am-1pm

### Job Search Guide

#### BU873 – 3 hours

This course is designed for individuals looking to confidently enter or reenter the workplace or climb the career ladder in a compact, online format with a subject-matter expert. These tools, techniques, and resources will enhance your resume, help write an impactful cover letter, master the interview as well as salary negotiation strategies, and stand out during the job search by marketing yourself and your brand to employers.

Instructor: Lenny Diliberto\*

Course fee: \$59

CRN 50337 Fri, Oct 30, 9am-12pm

### Disney's Model for Exceptional Customer Service

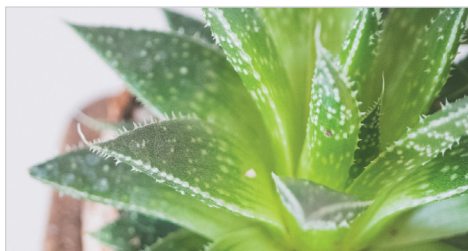
#### BU884 – 4 hours

Be our guest! With more than 90 years of world-renowned experience, no one understands customer service better than Disney. Learn and apply time-tested Disney business strategies to assess and improve your organization and design quality service standards to create a consistent service experience.

Instructor: Georgann Occhipinti

Course fee: \$89

CRN 50336 Wed, Nov 11, 9am-1pm



### People Plant Connection

#### BU078 – 2 hours

People respond to plants. Plants respond to people. People respond to the seasons and life cycles. The seasons in turn respond to our care. Come and join in engaging your 5 senses with plants in a sensory awakening session and learn about the history and benefits of plants through Horticultural Therapy. This is a highly interactive, engaging, hands on program using plant materials while creating an individualized take-home project with the guidance of Horticultural Therapist and columnist Laura DePrado of Final Touch Landscaping, LLC. No green thumb is required! Just bring your curiosity!

Instructor: Laura DePrado\*

Course fee: \$60

For more information, contact Aubrey Flanagan, at [aubrey.flanagan@raritanval.edu](mailto:aubrey.flanagan@raritanval.edu) or 908-526-1200, x8529

## LEADERSHIP DEVELOPMENT SERIES - NEW!

The Leadership Development Series is a semester-long talent development program to provide a strong leadership foundation by discussing and applying the key skill areas essential to excellent leaders and managers. Leaders are selected and promoted based on their technical skills, strategic insight and professionalism. The Leadership Development Series eases the transition from technical expert to a leader of people with an enhanced suite of leadership skills; by identifying what high performance leadership is, understanding your own way of leading, applying best practices for seamless teamwork, as well as developing the strategic insight to embrace organizational and cultural change.

This series is designed for any individual who has recently become a supervisor or is looking to become a leader in their organization. Dedicate one Wednesday each month to your leadership development goals or simply enhance specific leadership skills by attending one of the targeted modules.

### Module One: High Performance Leadership

#### BU501 – 8 hours

This course provides an in-depth look at high performance behaviors that are critical for effective and innovative leadership. Participants will gain an understanding of the behaviors, the advantage that they offer to effective leadership and learn techniques for developing these skills, ways to overcome leadership challenges in the workplace, and a specific action plan that can be implemented.

Instructor: Georgann Occhipinti

Course fee: \$161

CRN 50341 Wed, Sep 16, 9am-5pm

### Module Two: Understanding Your Leadership Style

#### BU502 – 8 hours

Utilizing the DiSC assessment, participants will gain insight into their approach to decision making, communication and leadership. Each participant will receive a detailed report and gain a comprehensive understanding of the DiSC Model and each style, specific insight of their individual assessment results and the components of the detailed report, as well as greater insight into building teams based on leadership styles.

Instructor: Georgann Occhipinti

Course fee: \$161

CRN 50342 Wed, Oct 14, 9am-5pm

### Module Three: Teamwork & Performance Management

#### BU503 – 8 hours

Your most valuable resource as a leader is your team. Leaders must be committed to developing individuals to their greatest potential while ensuring goals are met. Performance Management includes setting clear goals, communicating responsibilities, providing specific feedback and coaching on an ongoing basis, creating a development plan and conducting an effective performance review. This module also provides insight into the Situational Leadership Model, its principles and the advantages of a customized leadership approach to motivating team members.

Instructor: Georgann Occhipinti

Course fee: \$161

CRN 50343 Wed, Nov 18, 9am-5pm

### Module Four: Embracing Organizational and Cultural Transformation

#### BU504 – 8 hours

Challenges of growth, changes in strategy, technological changes, competitive and customer pressures, shifting markets as well as economic challenges all cause organizational change. Instead of waiting for change to happen, leaders look for opportunities to drive the best change for future of the organization. Participants will gain an understanding of a strategic planning process, identify key strategies for transforming an organization, identify resilience to change, understand how to manage transitions and difficult reactions to change.

Instructor: Georgann Occhipinti

Course fee: \$161

CRN 50344 Wed, Dec 2, 9am-5pm

## MICROSOFT OFFICE TRAINING

**MICROSOFT OFFICE BASIC CERTIFICATION PROGRAM****CT100 – 24 hours**

This course is designed to develop solid computer skills in Microsoft Office. Learn the everyday computer skills needed to perform workplace tasks. Students become proficient in MS Word, Excel, PowerPoint, and Access.

Instructor: Vince Carnevale\*

Course fee: \$500

CRN 50050 Sat, Oct 10-31, 9am-3pm

*Basic courses may be taken separately as listed below:*

**Basic PowerPoint****CT151 – 6 hours**

Course fee: \$125

CRN 50051 Sat, Oct 10, 9am-3pm

**Basic Word****CT121 – 6 hours**

Course fee: \$125

CRN 50052 Sat, Oct 17, 9am-3pm

**Basic Excel****CT205 – 6 hours**

Course fee: \$125

CRN 50053 Sat, Oct 24, 9am-3pm

**Basic Access****CT141 – 6 hours**

Course fee: \$125

CRN 50054 Sat, Oct 31, 9am-3pm

**MICROSOFT OFFICE INTERMEDIATE CERTIFICATION PROGRAM****CT820 – 18 hours**

This course is for office professionals who have a basic working knowledge of Microsoft Office and are looking to improve current skills. Students will receive an in-depth training on PowerPoint, Word, and Excel. *Prerequisites:* Basic knowledge of MS PowerPoint, Word, Excel, or equivalent experience.

Instructor: Vince Carnevale\*

Course fee: \$432

CRN 50055 Sat, Nov 7-21, 9am-3pm

*Intermediate courses may be taken separately as listed below:*

**Intermediate PowerPoint****CT815 – 6 hours**

Course fee: \$144

CRN 50056 Sat, Nov 7, 9am-3pm

**Intermediate Word****CT811 – 6 hours**

Course fee: \$144

CRN 50057 Sat, Nov 14, 9am-3pm

**Intermediate Excel****CT813 – 6 hours**

Course fee: \$144

CRN 50058 Sat, Nov 21, 9am-3pm

**Create Captivating PowerPoint Presentations****CT156 – 6 hours**

Make your presentation pop. PowerPoint is full of features that can present information in a concise but exciting way, but most presenters only scratch the surface. This course will help you create professional and captivating PowerPoint presentations by incorporating new fonts, exciting animations, self-run functionalities with menus to assist with accessibility, and more. *Prerequisite:* MS Windows or equivalent knowledge and keyboard proficiency. *Textbook available at the RVCC bookstore.*

Instructor: Anne Marie DelPrincipe\*

Course fee: \$167

CRN 50324 Fri, Dec 11, 9am-4pm

## MICROSOFT EXCEL MASTERY SERIES

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**The #1 technical skill regional employers are looking for is an in-depth and extensive mastery of Microsoft Excel and its full capabilities. Revolutionize your data and implement data-driven decision-making by taking one or all of our special topics in Microsoft Excel to impress organizational leadership or secure that job opportunity. Students enrolled in the entire program will receive an Excel Mastery Certificate from the RVCC Workforce Training Center.**

### Dynamic Charting CT805 – 7 hours

While Excel offers built-in charts, this course demonstrates how to create unique charts to interpret your data with captivating and movable visuals. Impress leadership and set your data apart from the rest with these functional yet dynamic charting techniques.

Instructor: Anne Marie DelPrincipe\*  
Course fee: \$169  
CRN 50326 Fri, Nov 13, 9am-4pm

### Dashboards and Power BI (Business Intelligence) CT806 – 7 hours

In Excel, a dashboard is a one-page spread that helps leaders track performance metrics and make data-driven decisions. Master the art of creating a useful dashboard with Power BI, a business analytics solution that conceptualizes data and highlights key insights across organizations. Connect hundreds of data sources and bring data to life with animated dashboards and reports. Must have a strong use of Excel, strongly recommend Power Query and Data Cleansing.

Instructor: Anne Marie DelPrincipe\*  
Course fee: \$169  
CRN 50327 Fri, Nov 20, 9am-4pm

### Pivot Tables CT208 – 7 hours

In this advanced level of Excel, you will learn how to create pivot tables and turn them into beautiful reports. Learn to use power viewer to make your queries captivating. Use slicers to query your data or charts and use them in your spreadsheets outside of pivot tables.

Instructor: Anne Marie DelPrincipe\*  
Course fee: \$169  
CRN 50041 Fri, Dec 4, 9am-4pm

### Power Query and Data Cleansing CT804 – 7 hours

Tired of cleaning, merging and writing formulas for your data? Use Power Query & Query Editor, a powerful tool for transforming data so it's ready for models and visualizations. Or use Flash Fill to eliminate the RIGHT, LEFT, MID, and CONCATENATE formulas to cleanse your data in nanoseconds. Must have a strong use of Excel.

Instructor: Anne Marie DelPrincipe\*  
Course fee: \$169  
CRN 50325 Fri, Dec 11, 9am-4pm

## MICROSOFT OFFICE REFRESHER COURSES

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**Do you have a good understanding of Microsoft Office but just need the latest tips and tricks? The below courses are for individuals who have a good understanding of Microsoft Applications but need a fast track curriculum to refresh and solidify the tools and techniques for increased efficiency and efficacy in the workplace.**

### Refresh Excel CT840 – 3 hours

Topics include: when and how to use the right tools in Excel, tables and slicers, pivot table and power pivot with slicers, data validation with multiple selections, TextJoin, Switch and IFS. Must have a strong use of Excel.

Instructor: Anne Marie DelPrincipe\*  
Course fee: \$78  
CRN 50333 Mon, Nov 23, 6-9pm

### Refresh Word CT841 – 3 hours

Topics include: section breaks, mail merge, headers and footers utilizing the Table of Contents, maximizing the Styles and Navigation panes. Must have a strong use of Word.

Instructor: Anne Marie DelPrincipe\*  
Course fee: \$78  
CRN 50334 Mon, Nov 30, 6-9pm

### Refresh PowerPoint CT842 – 3 hours

Topics include: animations, transitions, integrating video & audio, morph and 3D images. Must have a strong use of PowerPoint.

Instructor: Anne Marie DelPrincipe\*  
Course fee: \$78  
CRN 50335 Mon, Dec 7, 6-9pm

## SOFTWARE TRAINING

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### AutoCAD I

#### CT550 – 15 hours

This course is an introduction to basic 2D CAD (Computer-Aided Design) techniques using AutoCAD software and provides a guided, hands-on environment to learn the basics of AutoCAD. Fundamentals of drawing and editing are presented and practiced. *Textbook available at the RVCC Bookstore.*

Instructor: John Pulsinelle\*

Course fee: \$232

CRN 50028 Sat, Sep 26-Oct 24, 9am-12pm

### AutoCAD II

#### CT551 – 15 hours

This course is an introduction to basic 3D CAD (Computer-Aided Design) techniques using AutoCAD software while providing a guided, hands-on environment to learn the basics of solid modeling. Fundamentals of 3D drawing, 3D editing, and introduction to 3D printing are presented. *Prerequisites:* AutoCAD I or equivalent knowledge and keyboard proficiency. *Textbook available at the RVCC Bookstore.*

Instructor: John Pulsinelle\*

Course fee: \$232

CRN 50029 Sat, Nov 7-Dec 12, 9am-12pm

### WordPress for Beginners

#### CT341 – 12 hours

Hands-on! This course teaches students to create, manage and maintain websites with WordPress. Learn about the security needed to prevent hackers. Discover how to find and install new themes, including customizing widgets and menus for enhanced website design. Further topics include analytics, SEO (Search Engine Optimization), monetizing and social media integration, page block editor, utilizing subscriber emails through services like Mailchimp, as well as adding eCommerce to accept online payments. At the end of this course, students will be able to set up and run a secure and professional website through WordPress.

Instructor: Lon Hosford\*

Course fee: \$269

CRN 50338 Mon, Sep 28-Oct 19, 6-9pm

### Search Engine Optimization for Beginners

#### CT339 – 12 hours

Hands-on! Students learn the basics of Search Engine Optimization (SEO). SEO is the act of optimizing internal and external aspects of a website to increase visitor traffic from search engines. Consumers use sites like Google, Yahoo, Bing and Bidu to guide their decisions online, and it's no secret web pages at the top are usually selected first. Understanding the basics of SEO can improve your website's landing page rankings to convert visitors to consumers. At the end of this course, students will understand the best practices, strategies, and techniques for ensuring increased search engine rankings.

Instructor: Lon Hosford\*

Course fee: \$269

CRN 50353 Mon, Oct 26-Nov 16, 6-9pm

### Cyber Security Awareness

#### BU353 – 8 hours

In this course, students will learn about privacy and security concerns when using the internet and social media applications. Key topics include how to recognize and protect your computer from cyber-threats or unauthorized access, how to practice safe social networking, how to secure your computer and data, how to protect your mobile devices, and how to minimize the risks of identity theft and malware attacks.

Instructor: Lenny Diliberto\*

Course fee: \$161

CRN 50144 Fri, Oct 16, 9am-5pm

### Essential Computing Skills in the Workplace

#### BU351 – 24 hours

This is a crash-course of the fundamental and essential skills needed to create and manage simple Word documents, use Excel to perform calculations and sort data, create presentations using PowerPoint, create a simple database using Microsoft Access, as well as how to use Microsoft Outlook for email, task management, and contact management. Topics include Windows, Mac OS, file management, the internet, social networking and blogs, internet security and privacy.

Instructor: Lenny Diliberto\*

Course fee: \$500

CRN 50155 Fri, Nov 6-20, 9am-5pm

## TEST PREPARATION

### High School Equivalency Exam Preparation ED505

(Formerly GED) This course offers a study skills review and classroom instruction of the subject areas needed to pass the High School Equivalency Exam. Practice exams, pre-testing and post-testing evaluations are provided. For an additional charge you may take the High School Equivalency exam at RVCC in Branchburg. *Textbook available at the RVCC Bookstore.*

Instructor: Marsha Atkinson

Course fee: \$252

CRN 50292 Mon/Tue, Oct 5-Dec 1, 6-8:30pm

### Language Arts & Writing Prep & Review ED507

Course fee: \$126

CRN 50321 Mon, Oct 5-Nov 30, 6-8:30pm

### Math Prep & Review ED506

Course fee: \$126

CRN 50322 Tue, Oct 6-Dec 1, 6-8:30pm

### ENTRY EXAM PREP

#### GRE Prep Series - GMAT Prep

Planning on attending graduate school? The RVCC WTC provides online self-paced and instructor-led exam preparation courses. Ace your test and register at [www.ed2go.com/rvcc](http://www.ed2go.com/rvcc).



## LANGUAGES: ESL

### ENGLISH AS A SECOND LANGUAGE (ESL)

RVCC offers basic instruction for individuals with little or limited knowledge of English. *Textbook available at the RVCC Bookstore.*

Course fee: \$336

#### Basic ESL

##### LA316 – 36 hours

Instructor: Marsha Atkinson

CRN 50030 Sat, Aug 22-Oct 17, 9am - 1pm

#### ESL Level 1A

##### LA303 – 36 hours

Instructor: Marie Chiara\*

CRN 50020 Tue & Thu, Sep 1-Oct 8, 9am-12pm

#### ESL Level 1B

##### LA304 – 36 hours

Instructor: Helen Fazio\*

CRN 50141 Wed & Thu, Aug 26-Oct 7, 6-9pm

Instructor: Marie Chiara\*

CRN 50021 Tue & Thu, Oct 20-Dec 1, 9am-12pm

#### ESL Level 2A

##### LA312 – 36 hours

Instructor: Helen Fazio\*

CRN 50031 Wed & Thu, Sep 9-Oct 15, 6-9pm

#### ESL Level 2B

##### LA313 – 36 hours

Instructor: Helen Fazio\*

CRN 50332 Wed & Thu, Oct 28-Dec 10, 6-9pm

#### Discussion & Presentation

##### LA904 – 36 hours

For English language learners, building confidence to speak at work, in meetings, and in the community often comes as a result of lots of guided practice. This course is designed to increase vocabulary in general, to provide a “safe environment” in which to discuss a variety of topics, and a forum to practice delivering short presentations, with feedback, all to help you feel more comfortable and prepared to speak confidently.

Instructor: Catherine Barrier\*

Course fee: \$336

CRN 50033 Mon & Wed, Sep 21-Oct 28, 6-9pm



## HEALTH PROFESSION PROGRAMS

The demand for healthcare professionals is rapidly increasing, especially in the State of New Jersey. There are tremendous shortages of trained healthcare professionals. As a result, Allied Health disciplines are among the fastest growing occupations. Our courses prepare you for employment opportunities in a variety of areas.

### HEALTH PROFESSION CERTIFICATIONS/COURSES

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#### ECG Technician National Certification HP212

Become certified for one the most in-demand occupations. Obtaining an electrocardiogram (ECG) is an important part of a medical workup, as a properly recorded ECG is critical in determining the proper care for a patient. This 40-hour course prepares you to function as an ECG Technician in a wide variety of settings including hospitals, physician's offices, clinics, sport medicine facilities, nursing homes, and insurance companies. Upon successful completion of this course, students will be eligible to sit for the ECG Certifying Exam given by American Society of Phlebotomy Technicians (ASPT) National Exam. ***Books are sold separately at the RVCC bookstore.***

Instructor: Jessica Stefanick

Course fee: \$815

CRN 50016 Sat, Sep 19 – Nov 21, 9am-1pm

#### Phlebotomy Lab Assistant HP411

Phlebotomists are trained in specimen collection and processing and remain integral members of the laboratory team. This program consists of 100 hours of classroom/lab instruction and 80 hours of clinical practice at a hospital while preparing you for employment as a phlebotomist in hospitals, outpatient clinics, medical practices, and insurance companies. The clinical practice runs during daytime/weekday hours and will be assigned at the end of the first month of the class. Please make sure you are available for at least one week during the daytime for a local clinical experience. You may also choose to sign up for a clinical that meets 11pm-6am at Jefferson University Hospital in Philadelphia, PA. Upon successful completion of this course, you are eligible to sit for the American Society of Phlebotomy Technicians (ASPT) National Certification Exam, which will be held at RVCC. Instructions and forms will be sent to your home address upon registering. RVCC is an approved provider for the American Society of Phlebotomy Technicians (ASPT). ***Books are sold separately at the RVCC bookstore.***

Course fee: \$1,315

Instructor: Hans Angenor

CRN 50017 Tue & Thu, Sep 8 – Dec 17

5:30-9pm

Instructor: Enrique Watson

CRN 50018 Mon & Wed, Sep 2 – Dec 16

6:30-10pm

#### Phlebotomy Continuing Education HP412

Phlebotomists are integral members of the laboratory team trained in specimen collection and processing. This 2-night refresher course consists of lab and clinical practice and prepares you for employment as a phlebotomist in hospitals, outpatient clinics, medical practices, and insurance companies. In order to sign up for the course, you must have completed a Phlebotomy Lab Assistant certification or are currently working as a Phlebotomist. This course does not allow you to sit for the American Society of Phlebotomy Technicians (ASPT) National Certification Exam. ***No books are required for this course.***

Instructor: Enrique Watson

Course fee: \$130

CRN 50065 Mon & Wed, Jan 11 – 13

6:30-10pm

### DENTAL

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#### Dental Radiology HP611

This course prepares you for the licensing examination required by the State of New Jersey Dental Radiologic Technology Board of Examiners. This course consists of 31 hours of didactic instruction, 20 hours of laboratory instruction in a dental office, and clinical education. Upon successful completion of the didactic and laboratory instruction course, the clinical portion will be obtained through patient experience in a private dental office of your choice that has intraoral digital x-ray equipment and has been approved by the NJ State Department of Environmental Protection. ***Books are sold separately at the RVCC Bookstore.*** ***Prerequisite:*** At least 18 years of age, High School Diploma/GED or equivalent. Proof must be submitted with registration.

Instructor: TBA

Course fee: \$650

CRN 50019 Wed, Sep 2 – Dec 9, 1:30-5:30pm



## MAKE-UP ARTISTRY



partner school

**Are you an Aspiring Make-up Artist or a Licensed Beauty Professional? Make-up Artistry Certification Courses now Offered at RVCC!**

### LEVEL I – CERTIFICATION COURSE



#### Beauty Essentials

##### 48 hours

This course is designed as an introduction to beauty make-up with an emphasis on the techniques required today in this multi-faceted industry. This course will start with learning facial analysis, base matching and application, correction, contours, and highlights, and focus on eyes and lips. The course will finish with complete make-up applications ranging from one hundred percent corrective to natural make-up.

Day and Evening Courses Available!

Course fee: \$2,647

##### Session 1:

Aug 12 - Aug 28

Mon - Fri, 9am-4pm

CRN 50347

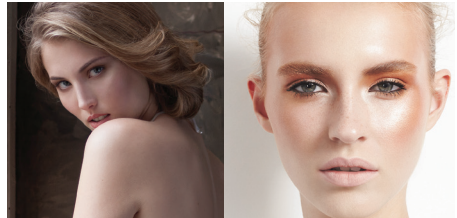
##### Session 2:

Oct 12 - Nov 19

Mon - Thu, 5-8:30pm

CRN 50348

### LEVEL II – CERTIFICATION COURSES



*Prerequisite for all Level II courses: Successful completion of Make-up Designory's 84 hour Beauty Essentials course or equivalent experience.*

*\*(Contact Marcia at Bird 908-526-1200 x8618)*

#### Bridal Make-up

##### 21 hours

Complete in Just 6 Nights! Learn the techniques used to do a successful consultation with a bride and family members. We will focus on the lucrative world of wedding make-up and what is required to successfully run a bridal make-up business.

Course fee: \$738

##### Session 1:

Aug 31 - Sep 10

Mon - Thu, 5-8:30pm

CRN 50349

#### Airbrush

##### 35 hours

Airbrushing has become one of the premier ways of applying make-up. In this course, we demystify the tool and show how to properly care for and maintain it. Learn the techniques to do beautiful, flawless beauty make-up that is being required by the major studios as well as demanding clients.

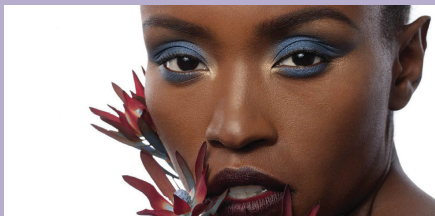
Course fee: \$1,036

##### Session 1 :

Sep 14 - Oct 6

Mon - Wed, 5-8:30pm

CRN 50350



## PACKAGE YOUR MAKE-UP CERTIFICATION COURSES AND SAVE

### Prepare Yourself for the Fall Bridal season!

Total Cost: \$3,966  
CRN 50351

- \*Session 1 Beauty Essentials
- \*Session 1 Airbrush
- \*Session 1 Bridal

## DISCOUNT

### Alumni Discount Available

If you were a former student of RVCC and successfully earned 9 academic credits or was enrolled in the Cosmetology or Esthetics programs you may be eligible for an alumni discount. Contact Marcia Bird at 908-526-1200 x8618 for more information.

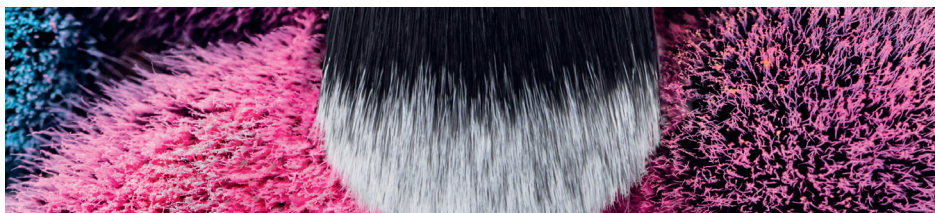
## SCHOLARSHIPS

### Scholarships Available

Make-up Designory (MUD): The MUD scholarship is open to any student attending an accredited Cosmetology and/or esthetics school that offers MUD makeup in their program. Information can be found at <https://beautychangeslives.org>

### RVCC Beauty Professions

Two \$300 scholarships will be awarded to any student attending the MUD partner school courses. For further information: Contact Marcia Bird 908-526-1200 xt 8618



## ESTHETICS PROFESSIONAL DEVELOPMENT

### Oncology Esthetics Program

A 3-Day Certified Oncology Training Program by Oncology Spa Solutions. Designed for licensed professionals who have an open heart and a desire to be able to help the special needs



of this underserved client. To register for program, visit: <https://www.oncologyspasolutions.com/training>

Course fee: \$997 (Includes training manual, course materials, products and lunch) Mention 10% discount for RVCC students and alumni

Sep 13-15, 9am-6pm

Location: RVCC Main Campus

Building: Workforce Training Center

Room: 214





## SPEED SPANISH SERIES

Register for the Speed Spanish Series and save. **Take Speed Spanish I, II, & III and save \$88.** The series is offered fully online through ed2go. To register go to [www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)

Course fee: \$299  
Monthly start dates

## MEET YOUR WORKFORCE INSTRUCTORS

### Catherine Barrier

Teacher of ESL, English, and French for over 20 years at the university level, in various corporations, in small groups, and individually. As a student of languages herself, Catherine delights in helping students to realize their greatest potential by improving their listening, reading, writing, and speaking skills.

### Vince Carnevale

Retired New York State Director of Downstate Information Technology with 33 years of IT experience and a high-level enthusiasm for teaching. Vince provides students with practical hands-on approach to learning Microsoft Applications.

### Marie Chiara

Marie spent the last five years directing a learning center in Cambodia and has 8 years of English language teaching experience. The international community is very dear to her heart, and getting to know her ESL/EFL students is a huge part of why she teaches. Marie wants English to truly connect to her students' lives and for these lessons to have a direct link to the real world so that they become inspired, empowered, and confident.

### Anne Marie DelPrincipe, MBA

Owner of Mastering Software Unlimited, has over 30 years of training experience with emphasis on end-user computing and desktop publishing. Anne Marie also works as an Adjunct Professor of Computer Literacy at Raritan Valley Community College (RVCC). She is a Corporate Training Specialist at RVCC and at Rutgers University teaching MS Office,

Adobe products and PACE Certification. Anne Marie shares tips and techniques for Word, Excel, and PowerPoint on her blog, [mosexpert.WordPress.com](http://mosexpert.WordPress.com). Anne Marie earned a B.A. in CIS and a M.B.A. in MIS from Iona College.

### Lenny Diliberto

Lenny served in a senior management and leadership capacity for over 30 years for several Fortune 500 companies. During his tenure with these large corporations, Lenny acquired a wealth of industry knowledge across many disciplines including information technology, infrastructure, insurance, telecom, business, financial, project management, sales, marketing, aerospace, pharmaceutical, education, and health care.

### Laura Ann DePrado

Laura is a Registered Horticultural Therapist, columnist, and founder of Final Touch Plantscaping, LLC, specializing in connecting people and plants through customized activities and programs from children through seniors. Laura has infectious energy, passion for people and gardening with a purpose, and is committed to serving others through her vocation and avocation as a business leader, Rotarian, and mentor to scouts, 4H youth, and students at Rutgers University, County College of Morris, and Raritan Valley Community College. She introduced, implemented and expanded programs and garden spaces at the Adult Day Center of Somerset County, Atlantic Health, Somerset County Library System, Anew Wellness, LLC, Brother International Corporation, among other corporations and community programs.

## MEET YOUR WORKFORCE INSTRUCTORS

### Lyuda Dukhovnaya

Senior Payroll Leader with more than 20 years of experience in payroll management and tax reporting of multi-state, union, expatriate and foreign payrolls in a variety of industries. Currently she is a Senior Manager of Payroll and Taxes for Shionogi Inc., Japanese Pharmaceuticals Company. Lyuda has been teaching the CPP and FPC courses at RVCC since 2010.

### Dr. Helen Asquine Fazio

ESL instructor since her college days. Dr. Fazio was a Rutgers literature professor before beginning her training company in 2005. Now she is a ghostwriter for bloggers and a corporate trainer in communication skills. Although Helen enjoys all teaching, ESL is her favorite subject because what happens in the ESL classroom makes life in America better and easier for her students every day.

### Lon Hosford

Instructor of web and other software technology courses at RVCC for over 2 decades as a Computer Information Systems Professor and a Professional Development Training Instructor. He is the founder of the Web Skills Bootcamp, an online school for web owners and web developers. Lon consults clients ranging in size from small individually run businesses to large international organizations including AT&T, Avis, Bristol Myers Squibb and Verizon Wireless.

### John Pulsinelle

RVCC Professional Development Training Instructor and Professional Engineer he continues to stay on top of the latest software releases and incorporates hands-on experience from corporate engineering and actual industrial/ commercial projects. He also adapts course examples based on the particular application needs and interests of each class.

## DID YOU KNOW WE OFFER ONLINE COURSES?

*RVCC partnered with ed2go to offer a wide variety of online courses. **Check out classes in the following areas:***

**ARTS AND DESIGN**

**BUSINESS**

**COLLEGE READINESS**

**COMPUTER APPLICATIONS**

**CONSTRUCTION & TRADES**

**LANGUAGES**



**Professional  
Development**  
[www.ed2go.com/rvcc](http://www.ed2go.com/rvcc)

**Career Training**  
<https://careertraining.ed2go.com/raritanval>





The Small Business Development Center (SBDC) at Raritan Valley Community College (RVCC) offers aspiring and established entrepreneurs the assistance they need to plan and develop successful and profitable ventures. Services include free confidential, one-on-one counseling for start-ups and established small business owners. Our

experienced counselors can address your small business questions and concerns on a variety of topics, including starting a small business, strategic business planning, marketing, recordkeeping, financial needs, online and web-based technology and more.

*Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance by contacting Bill Harnden, Regional Director of SBDC at Raritan Valley Community College, P.O. Box 3300, Somerville, NJ, 08876. Phone: 908-526-1200 ext. 8516. E-mail: [sbdc@raritanval.edu](mailto:sbdc@raritanval.edu). Learn more about the SBDC by visiting our website at [www.sbdcrvcc.com](http://www.sbdcrvcc.com).*

### *Message from the Small Business Development Center Regional Director:*

*Whether you are an established, new or aspiring small business owner, the impact of the COVID-19 health crisis has almost certainly affected you. While the challenges are many, opportunity and innovation can also become part of the “how do I survive?” equation. Taking advantage of resources and assistance at times like this can make the successful difference for small businesses struggling to overcome these unprecedented conditions.*

*The staff and counselors of the Small Business Development Center at Raritan Valley Community College have been here for you through the crisis, and continue to be available and committed to providing the small business assistance you need. We’ve taken steps to ensure the well-being and safety of our clients, staff, counselors and instructors, conducting our no-cost appointment-based counseling remotely, via Zoom or phone, and, for the Fall session beginning in September, we will offer our classes as Webinar sessions only (a webcam and microphone is needed to participate interactively during these Webinars; instructions are provided to attendees prior to each session).*

*Successful small businesses, whether start-up or established, thrive because they recognize and take on challenges, meet unexpected conditions, grab onto innovative advantages and opportunities and make use of resources, expertise and guidance to help solve issues. We stand ready to help you in these unusual times, to help you plan, strategize, cope and succeed. We look forward to working with our established clients and welcoming new clients to the Small Business Development Center.*

*Stay Safe,*

*Bill Harnden*



For more information about SBDC at RVCC Webinars, or any of our classes or services, please contact the SBDC office at 908.526.1200, ext. 8516; by email at [sbdc@raritanval.edu](mailto:sbdc@raritanval.edu), or visit our website at [www.sbdcrvcc.com](http://www.sbdcrvcc.com) for course listings and online registration.

## **SBDC ACCOUNTING AND QUICKBOOKS CERTIFICATE**

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*Please note: Our Accounting and Quickbooks Desktop Certificate program, with the exception of the Quickbooks Online (QBO) version course, has been suspended for the fall semester due to content delivery complications. We hope to re-establish the program in the spring of 2021.*

### **Part II and III: QuickBooks Set up and A/R and A/P - Online Option - Webinar SB281 – 9 hours**

In a simulated real business environment learn how to manage both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks. Perform and practice Accounts Receivable and Accounts Payable transactions and reporting.  
*Prerequisite:* Accounting Fundamentals

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: \$169

CRN 50358 Mon/Tue/Wed, Oct 12, 13 & 14, 6-9 pm

## **SBDC DIGITAL BLUEPRINT CERTIFICATE PROGRAM (DPCP)**

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**The Digital Blueprint Certificate gives entrepreneurs and small business owners the opportunity to gain skills in digital technologies, including social media and website development and optimization techniques. By creating a “Digital Blueprint,” you walk away with a strategic plan to attract and retain customers and/or clients, drive online traffic, increase revenues, and manage your brand. Take one class or all classes to increase your awareness of this new marketing age. A certificate of completion will be awarded to students who successfully complete the eight-session (24 hours) program.**

### **Promote Your Business with Social Media - Webinar**

#### **SB405 – 3 hours**

Improve your social media skills. Get better results. Understand the impact of a clear social media strategy and learn how to attract new customers. Determine which platforms are right for your business, learn what to post and when, and discover the tips, tricks and tools that will help you save time and effort.

Instructor: Susan Wilcox, e-Dynamic Marketing  
Course fee: \$59

CRN 50132 Wed, Sep 16, 6-9pm

### **Planning Your New Website - Webinar SB421 – 3 hours**

Learn the biggest mistakes to avoid when building a website and discover what the search engines want. Find out how to register your domain name, choose web hosting, accept payments online, and evaluate whether to do it yourself or hire a professional.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59

CRN 50122 Wed, Sep 23, 6-9pm

### **Intro to Search Engine Optimization (SEO) - Webinar**

#### **SB404 – 3 hours**

Learn how to improve your website visibility in Google. Participants learn SEO best practices for beginners. You can also request to have your current website critiqued during the session.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59

CRN 50124 Wed, Sep 30, 6-9pm

### **Intro to WordPress - Webinar**

#### **SB463 – 3 hours**

35% of websites use WordPress, one of the most popular website Content Management Systems available. You'll learn how to set up your own website using self-hosted WordPress. We'll explain: web hosting, installation, theme selection, plug-ins; and we'll make sure you know how to keep all your hard work backed up and secure.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59

CRN 50126 Wed, Oct 7, 6-9pm

### **Intro to Search Engine Advertising - Webinar**

#### **SB473 – 3 hours**

Learn the basics of running text ads on search engine result pages to help your business be found by consumers. Intended for beginners, this class will explain how to start using Google Ads (formerly Google Adwords). We will also explain how to identify keyword phrases that consumers may use to find your business, write text ads, prepare website landing pages, and set up your first paid search engine advertising campaign.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59

CRN 50303 Wed, Oct 14, 6-9pm

## Intro to Google Analytics - Webinar

### SB418 – 3 hours

Does your website and marketing work? Learn how to use the powerful free reporting tool, Google Analytics, to measure the effectiveness of your marketing efforts.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59  
CRN 50131 Wed, Oct 21, 6-9pm

## Create Video for Your Business - Webinar

### SB406 – 3 hours

From planning to production to distribution, learn the basic skills and tools you'll need to create professional video content to promote your brand and publish it online.

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: \$59  
CRN 50311 Wed, Oct 28, 6-9pm



For more information about SBDC at RVCC Webinars, or any of our classes or services, please contact the SBDC office at 908.526.1200, ext. 8516; by email at [sbcd@raritanval.edu](mailto:sbcd@raritanval.edu), or visit our website at [www.sbdcrvcc.com](http://www.sbdcrvcc.com) for course listings and online registration.

## SBDC SMALL BUSINESS START-UP COURSES

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Maybe you have an idea for a service you'd like to provide, a skill or competence you could offer to customers, a hobby you want to turn into a business, the desire to work for yourself ...the motivations are many. If you are someone who's been "noodling around" with the notion of starting your own small business, these courses are designed to guide you as you begin your entrepreneurial journey. Take them in sequence, or as needed. Each provides key information about starting your own small business.

## Entrepreneur Assessment - Webinar

### SB043 – 3 hours

Are you considering becoming a business owner? Do you have the characteristics and fundamental skills to run a business? And, what are the types of qualities that may offer a better chance for business success? Find out if entrepreneurship is right for you. During the session, complete a self-assessment questionnaire to determine if you have the personal characteristics, the financial fitness and the business readiness skills to own a business. We'll score, interpret and discuss results to provide a better understanding of your entrepreneurial profile.

Instructor: Karen Katcher, MBA, Katcher Associates  
Course fee: FREE

### Registration is required.

CRN 50085 Mon, Sep 28, 6-9pm  
CRN 50086 Mon, Oct 12, 6-9pm  
CRN 50087 Mon, Nov 9, 6-9pm

## Intro to Content Marketing & Email - Webinar

### SB472 – 3 hours

Content is KING! It helps you get the right message to the right person at the right time. Good content will help customers find you and improve your Search Engine Optimization (SEO). Email marketing will help you keep your current customers coming back and help you convert your prospective customers into buyers. Used together, Content Marketing and email create a strong combination of marketing tools that will help you grow your business.

Instructor: Susan Wilcox, eDynamic Marketing  
Course fee: \$59  
CRN 50127 Wed, Nov 4, 6-9pm

## Building Blocks to Starting a Business - Webinar

### SB737 – 3 hours

Questions! So many questions. This course is designed to help you ask the right questions, and find the right answers, to starting your own business. We identify the basic planning you'll need to tackle as you start to shape your business idea into reality and help you understand how to prioritize the steps you'll be taking, including naming your business, determining the type of legal entity you'll select, developing a business plan, marketing, insurance, financial considerations and more. This course also provides information about valuable resources available to budding entrepreneurs.

Instructor: Ed Dolan, MBA, Kiva Intl. Business Group  
Course fee: FREE

### Registration is required.

CRN 50088 Tue, Sep 29, 6-9pm  
CRN 50089 Tue, Oct 13, 6-9pm  
CRN 50090 Tue, Nov 10, 6-9pm



## **Business by the Numbers - Webinar** **SB738 – 2 hours**

This course offers foundational information about important financial practices and planning, including key accounting and tax considerations, for the new business owner. Don't be caught by surprise. This practical overview provides an understanding of how to strategically manage the financial aspect of your operation from the start, as you plan for your new business.

Instructor: Karen Katcher, MBA, Katcher Associates

Course fee: FREE

### **Registration is required.**

CRN 50091 Wed, Sep 30, 6-8pm

CRN 50092 Wed, Oct 14, 6-8pm

CRN 50093 Wed, Nov 11, 6-8pm

## **Mastering the Mental Side of Business - Webinar**

### **SB472 – 3 hours**

The way you think will impact the way you run your business. In this class, we will teach you how to set goals and create achievable plans, how to handle the inevitable challenges and setbacks you'll face along the way building your business. Confidence is key to your success. Learn how to build your confidence in any situation, work through habits and fears that can hold you back, and create a support system that will help lead you to success.

Instructor: Karen Auld, Certified Success Coach

Course fee: FREE

### **Registration is required.**

CRN 50120 Thu, Sep 24, 6-9pm

CRN 50307 Thu, Oct 15, 6-9pm

CRN 50308 Thu, Nov 12, 6-9pm



For more information about SBDC at RVCC Webinars, or any of our classes or services, please contact the SBDC office at 908.526.1200, ext. 8516; by email at [sbdc@raritanval.edu](mailto:sbdc@raritanval.edu), or visit our website at [www.sbdcrvcc.com](http://www.sbdcrvcc.com) for course listings and online registration.

## **SBDC THE 101'S OF BUSINESS PLANNING**

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**Whether you are aspiring to start a small business or have newly begun your operations, a strong foundation in small business basics provides a competitive advantage and equips you with the tools you need to succeed. Each of the courses included in "The 101s of Business Planning" offer an introduction to an essential small business skill, to help you plan, market, sell and grow your business.**

### **Networking 101 - Webinar**

#### **SB746 – 3 hours**

It's not what you know or who you know . . . it's who knows you. Online and off-line networking will increase your sphere of influence, establish your brand identity, build trust, generate word-of-mouth, and attract business opportunities. Learn to write and deliver an attention-getting "elevator speech." Start networking immediately: bring your business cards and brochures to class.

Instructor: Vicki Lynne Morgan

Russmor Mentoring Group

Course fee: \$59

CRN 50294 Tue, Oct 20, 6-9pm

collect and analyze data about your industry, advancements in technology, competitive activity, and target market profiles.

Instructor: Vicki Lynne Morgan,

Russmor Mentoring Group

Course fee: \$59

CRN 50295 Tue, Oct 27, 6-9pm

### **Business Plan 101 - Webinar**

#### **SB747 – 3 hours**

Entrepreneurs need customized business plans – a fundamental tool for determining the viability and potential for business ideas. In an aggressive marketplace, business plans serve as game plans that help established businesses sustain momentum and profitability. Attendees explore the benefits of business plan templates.

Instructor: Vicki Lynne Morgan

Russmor Mentoring Group

Course fee: \$59

CRN 50297 Tue, Nov 3, 6-9pm

### **Market Analysis 101 - Webinar**

#### **SB748 – 3 hours**

Market analysis is critical for making the best business decisions, planning strategically to launching your business and sustaining an established company. You'll learn how to

## How to Develop an Effective Holistic Business - Webinar

### SB467 – 3 hours

Launching any small business is difficult but a holistic business faces additional unique challenges. Learn how to educate and attract clients for your unique services and build a practice that sustains. Develop an effective strategic plan, market on a small budget, and learn time-management techniques. This class addresses issues for the pre-venture or in-business practitioner.

Instructor: Camille Miller, MBA, The Natural Life Business Partnership

Course fee: \$59

CRN 50103 Wed, Nov 4, 6-9pm

## Marketing 101 - Webinar

### SB749 – 3 hours

Marketing is about getting people interested in your company's product or service. Marketing builds brand identity and trust, gives people reasons to buy, and validates the buying decision. Marketing gets people 'knocking on your door,' then your selling skills take over!

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50298 Tue, Nov 17, 6-9pm

## Selling 101 - Webinar

### SB750 – 3 hours

No one is a born salesperson, yet we all live by selling something. Those who are motivated and committed can achieve success by learning the basics of customer relationship management and steps in the "Anatomy of a Sale." Through instruction, visual guidelines and role play, the anxiety and fear of selling disappears. You'll discover a selling system that is easy to follow to achieve your goals and to earn sales.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50299 Tue, Nov 24, 6-9pm

## (New) Website Copywriting - Webinar

### SB476 – 3 hours

The average website visit lasts less than 15 seconds - that is all you have to win over a potential customer. Your website is the showcase of your online presence and if it is not done right, you are turning customers away. Learn what you need to say to keep customers on your page and what information belongs on the home page, landing pages and support pages.

Instructor: Susan Wilcox, eDynamic Marketing  
Course fee: \$59

CRN 50309 Wed, Nov 18, 6-9pm

## Business Valuation 101 - Webinar

### SB469 - 3 hours

Are you selling or refinancing your business? Or just want to know what your business is worth? Valuating a business can be a complicated process. Learn about the myths and methods of the business valuation process and how to objectively identify the market value of your investment.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: \$59

CRN 50106 Wed, Dec 9, 6-9pm

## SBDC FREE COURSES

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## Business Reboot - Webinar

### SB751 – 3 hours

Have you and your business fully recovered from COVID-19? Get back on track with a systematic review of your business. Is it the time to implement new business and life strategies? Come ready to work with your instructor, Success Coach, Karen C. Auld. You'll leave with a plan to move you and your business forward.

Instructor: Karen Auld, Certified Success Coach  
Course fee: FREE

**Registration is required.**

CRN 50312 Tue, Sep 8, 6-9pm

CRN 50313 Tue, Oct 6, 6-9pm

## Create Your Local Business Listing on Google & Bing - Webinar

### SB450 – 3 hours

Getting found in the search engines is critical for your business. We will show you how to create your free Local Business Listing on Google and Bing, and discuss other opportunities. This workshop is intended for small business owners with an office or retail address (not work from home).

Instructor: Roland Reinhart, Reinhart Marketing  
Course fee: FREE

**Registration is required.**

CRN 50097 Wed, Sep 16, 6-9pm

### **The Side Hustle – How to Start a Business While Working Fulltime - Webinar**

**SB474 – 3 hours**

Are you building a business while working fulltime? Don't quit your day job until you until you learn the key elements you need to have in place to transition to self-employment and make your business a success.

Instructor: Karen Auld, KCA Coaching Services  
Course fee: FREE

**Registration is required.**

CRN 50304 Thu, Sep 17, 6-9pm

CRN 50305 Thu, Oct 8, 6-9pm

CRN 50306 Thu, Nov 5, 6-9pm

### **Overcoming Procrastination - Webinar**

**SB475 – 3 hours**

Do you put the "pro" in procrastination? Join Certified Success Coach, Karen Auld, to learn her 4-step process to get into action and say goodbye to your procrastinating habits. Don't procrastinate in signing up for this great class.

Instructor: Karen Auld, Certified Success Coach  
Course fee: FREE

**Registration is required.**

CRN 50310 Thu, Oct 1, 6-9pm

### **Crowdfunding: A New Alternative to Raising Working Capital - Webinar**

**SB731 – 3 hours**

Crowdfunding has become a great alternative for small business owners to raise working capital for their business ventures. Our workshop will help participants understand the principles associated with building successful Crowdfunding campaigns and will show you how to use Crowdfunding to finance your goals.

Instructor: Carla Fallone, MBA, Fallone Business Resources

Course fee: FREE

**Registration is required.**

CRN 50115 Thu, Oct 15, 6-9pm

### **Maximize Your Trade Show Investment - Webinar**

**SB730 – 3 hours**

Don't underestimate the value of trade show and event marketing – the most powerful tools in your marketing mix for uncovering and landing new business opportunities. Find out what you don't know about trade shows and how to choose your exhibit space, budget time and resources, promote your participation (before, during and after), increase booth traffic, capture the interest of those passing by (in less than 7 seconds), qualify visitors, and get the best follow-up results.

Instructor: Vicki Lynne Morgan, Russmor Mentoring Group

Course fee: FREE

**Registration is required.**

CRN 50114 Wed, Dec 2, 6-9pm

### **Basics of Small Business Insurance - Webinar**

**SB448 – 3 hours**

Are you a small business owner who is operating without insurance, or under-insured, and needs to learn the basics of both insurance and risk management techniques to protect your company from catastrophic loss? Learn about the types of insurance coverage needed to build a basic insurance program and different ways to buy insurance or to self-insure.

Instructor: Sal Ricciardone, CPCU

Course fee: FREE

**Registration is required.**

CRN 50136 Thu, Dec 3, 6-9pm

**Registration Required  
for All Free Courses**

## NJBIA Grant Funded Microsoft Office Training

- **Must be** employed at least 20 hours per week by a business in New Jersey
- **Pre-registration required** at <https://form.jotform.com/201976165190155>

### Microsoft Office Computer Training

**BASIC:** Excel ▪ Word ▪ PowerPoint

**INTERMEDIATE:** Excel

**ADVANCED:** Excel ▪ Word ▪ PowerPoint

**OTHER:** Outlook ▪ Access

### Communication/ Leadership Training

- Team Building
- Time Management
- Problem Solving

*Employees of any public entity receiving Federal or State Funding are not eligible for this program.*

### Class Listing ▪ Register for Classes

visit <https://form.jotform.com/201976165190155>

### More Information

Contact Maryam Sheikh ▪ 908-526-1200 x8462 ▪ [maryam.sheikh@raritanval.edu](mailto:maryam.sheikh@raritanval.edu)

*This no cost program is made possible through a grant from the NJ Department of Labor and Workforce Development in partnership with the NJ Business and Industry Association (NJBIA) and the NJ Community College Consortium*

## CORPORATE TRAINING

The customized Corporate Training Program offers top-quality training that can be tailored to meet your specific company needs. By strengthening your workforce, increasing managerial effectiveness, enhancing performance and improving profitability, RVCC will help position your company for long-term success.

While the areas of training are limitless, we provide the following areas of training:

- Leadership
- Project Management
- Disney's Approach to Customer Service
- Strategic Planning
- Microsoft Office Suite
- English as a Second Language

Classes may be delivered at your site or at our campus location.

We have the experience and resources to help put together an optimal training plan defined by your company's goals, needs, and budget.



## MORE INFO

[www.raritanval.edu/customized](http://www.raritanval.edu/customized)

908-526-1200, x8529

# CAREER TRAINING PROGRAMS

Prepare for a Great Career in a Year or Less

## AUTOMOTIVE TECHNOLOGY



## COSMETOLOGY



## ESTHETICS



## ADVANCED MANUFACTURING



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